

Amendments to the Claims

The following listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. (currently amended) A method of determining event-tracking information related to a user on a computer network, comprising:

receiving an event signal from a client device associated with the user, wherein the event signal comprises data that is descriptive of a user interaction with a server device of the computer network, the event signal being sent in response to a hyper-text markup language element received from the server device;

analyzing the data to identify a specific user interaction;
retrieving a set of instructions that correspond to the identified user interaction;
executing the retrieved instructions to extract data from the event signal in accordance with the retrieved instructions; and
storing the data in a database.

2. (previously presented) A method as defined in claim 1, wherein the event signal includes a tag that denotes at least one item of data that is descriptive of the user interaction, and wherein the set of instructions includes an identification of the tag so that the item of data can be located in the event signal.

3. (previously presented) A method as defined in claim 2, additionally comprising extracting the item of data that is denoted by the tag identified in the instructions.

4. (previously presented) A method as defined in claim 1, wherein the event signal includes an event ID and wherein retrieving a set of instructions that correspond to the data included in the event signal comprises retrieving a set of instructions that correspond to the event ID.

5. (original) A method as defined in claim 4, additionally comprising maintaining a list of event IDs and a set of instructions that correspond to each event ID.
6. (previously presented) A method as defined in claim 1, wherein a gateway module extracts the data from the event signal, and additionally comprising distributing a plurality of received event signals among several gateway modules in order to balance a load of received event signals among the several gateway modules.
7. (previously presented) A method as defined in claim 1, wherein the gateway modules create a data file that contains the extracted data and stores the data file in a database, and wherein the gateway module communicates with the database according to structured query language.
8. (previously presented) A method as defined in claim 1, wherein the event signal conforms to the Hypertext Transfer Protocol.
9. (previously presented) A method as defined in claim 1, wherein the event signal is received from a client device that generated the event signal in response to executing code embedded in a Web page that the client device received from the server device.
10. (previously presented) A method as defined in claim 1, wherein the identified user interaction comprises inserting an item into a shopping cart maintained by the server device.
11. (previously presented) A method as defined in claim 1, wherein the identified user interaction comprises downloading a file from the server device over the computer network.
12. (previously presented) A method as defined in claim 1, wherein the identified user interaction comprises conducting a search using the server device.

13. (currently amended) A method of determining event-tracking information from a network user, the method comprising:

receiving a request from a network user which includes a request to record event-tracking information in an event-tracking file at an event-tracking server, wherein said request received is originally contained in a specially-formatted Web page ~~and~~ wherein said request includes the event tracking information and wherein the request is responsive to a hyper-text markup language element extracted from the specially-formatted Web page;

extracting the event-tracking information from the request; and

creating a record in an event-tracking file at the event-tracking server, containing event-tracking information.

14. (original) A method as defined in claim 13, wherein the request includes an event ID, and additionally comprising retrieving a set of instructions that correspond to the event ID, wherein the instructions govern the extraction of the event tracking information from the request.

15. (previously presented) A method as defined in claim 14, wherein extracting the event-tracking information from the request comprises extracting the event-tracking information in accordance with the retrieved instructions.

16. (previously presented) A method as defined in claim 13, wherein the event tracking information relates to user interaction with a server device of the network, and wherein the server device served the specially-formatted Web page to the user.

17. (previously presented) A method as defined in claim 16, wherein the user interaction with the server device of the computer network comprises removing an item from a shopping cart maintained by the server device.

18. (previously presented) A method as defined in claim 16, wherein the user interaction with the server device of the computer network comprises downloading a file from the server device over the computer network.

19. (original) A method as defined in claim 16, wherein the user interaction with the server device of the computer network comprises the user conducting a search using the server device.

20. (previously presented) A method as defined in claim 13, wherein a gateway module extracts the event tracking information, and additionally comprising distributing a plurality of received requests among several gateway modules in order to balance a load of received requests among the several gateway modules.

21. (original) A method as defined in claim 13, wherein the record in the event-tracking file is created according to structured query language.

22. – 39. Cancelled.

40. (new) A method for tracking network browsing events, comprising:

- receiving via a communication network at a first server an event, the event being an interaction between a client device and the first server, the request originating from the client device;
- generating a hyper-text markup language (“HTML”) code associated with the event, the HTML code including an event identifier and event definition data;
- retrieving web page content in response to the event;
- inserting the HTML code associated with the event into the web page content;
- sending the web page content to the client device;
- receiving at a second server an event signal including the HTML code associated with the event;
- sending an acknowledgment of receipt of the event signal;
- parsing the event signal at the second server to obtain the event identifier;

using the event identifier to obtain an instruction from a memory of the second server;
executing the instruction to extract the event definition data; and
storing the event definition data on the second server in a data storage area.